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Taly's Factsheet

Launching Date   1 March 2023

Scope of Services   A digital payment company that introduces a full-fledged payment ecosystem by bringing a wide range of integrated solutions that serve a variety of audiences, including Banks, merchants, corporates, consumers, and fintech companies.

Taly offers all types of digital payments, and collection solutions. Our fully digital ecosystem is backed by one of the largest infrastructures in the MENA region. Additionally, Taly excels in offering safe and instant e-payment solutions, which are easily managed and monitored through a user-friendly digital experience.

Taly positions itself as a technology partner, who enables and empowers banks, merchants, corporates, consumers, and fintechs to accelerate the digital payment transformation journey.

Taly enhances merchants' business potential by enabling them to grow their business and accelerate their money cycle. With Taly Merchant App, merchants can get a bundle of digital services, manage their money instantly, and finance their supplier invoices digitally.

Taly provides corporates with control, convenience, and visibility to manage their payables and receivables efficiently with insights. With Taly's corporate portal, corporates can manage their invoice collections instantly, and issue cards digitally to their employees and beneficiaries with instant controls on where and how much they can spend with instant settlement. Corporates can also grant credit access to their merchant network to finance the collection of their invoices.

Taly empowers consumers with a well-rounded digital payment lifestyle. With Taly consumer APP, consumers can manage all their payment methods, send & receive money instantly, make payments an exciting family experience, and plan for upcoming payments.

Taly enables fintechs to accelerate their innovations, and materialize their product successfully. With Taly's easy-to-connect integration and the multi-rails approach, Fintech companies can excel faster than ever.

Banks are at the center of Taly's priorities and propositions. With Taly's ecosystem, banks can accelerate their digital transformation, connects their consumers, merchants, corporates, and fintechs via one platform with integrated 360-CRM.

At Taly we are the digital lifestyle catalysts that will redefine the digital payment experience in Egypt.

Size of Investment	EGP 500 million
Top Management	Taly applies appropriate governance and compliance by having an independent board that consists of esteemed bankers and subject matter experts: Tarek Fayed, Non-executive Chairman Hazem Hegazy, Non-executive Vice Chairman Eslam Darwish, Independent Subject Matter Expert Magdy Hassan, Managing Board Member and CEO. Taly's board applies proper governance in accordance with the global standard through proper segregation of duties, financial controls, and monitoring. The management team of Taly is made up of diverse, talented leaders who have managed multiple functions in multinational corporations and achieved remarkable success during their careers. Magdy Hassan, the company's CEO, is one of the most seasoned payment experts in the region, with over 30 years of experience in the payment industry. Mr. Hassan has led a remarkable career at Mastercard for 18 years, where he orchestrated the transformation of the payment industry – while introducing several global payment solutions in Egypt, North Africa, and Pakistan for the 1st time ever.
Number of Employees	200-500
Taly's Milestones	Taly has excelled in building an interconnected digital payment infrastructure while achieving a significant milestone in risk and compliance management by becoming Payment Card Industry (PCI) certified. This certification means that Taly processes payments in accordance with the global standard and compliance. Additionally, Taly has obtained three compliance certificates (PCI DSS,3DS & PIN Security), proving committed to maintaining the highest level of security and compliance.